

Travel and Tourism - Sweden - May 2014

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"Popular culture and innovative tourism marketing are helping Sweden strengthen its brand identity and further establish itself as a tourism destination. In essence, these approaches emphasise the country's natural beauty and its rich historical and cultural heritage; they also highlight opportunities for unique experiences and the progressive nature of Swedish society."

This report looks at the following areas:

- What is the current situation for tourism in Sweden?
- Who travels to and within Sweden, why and for how long?
- How do tourists in Sweden travel and where do they stay?
- How much has inbound tourism to Sweden been affected by external events?
- What does the future of tourism look like in Sweden?

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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